

**Alumni Relations
(tbd)**

DO NOT MAKE ENTRIES ON THIS SHEET. IT IS FOR DISPLAY ONLY

Student Fee allocations

	16-17 Actual	17-18 Actual	18-19 Budget	19-20 Proposal	19-20 Difference	% 19-20 Difference
Base amount	\$ -	\$ -	\$ -	\$ 28,000	\$ 28,000	N/A
61000 - Salary	\$ -	\$ -	\$ -	\$ -	\$ -	N/A
62000 - Wages	\$ -	\$ -	\$ -	\$ 9,186	\$ 9,186	N/A
63000 - Benefits	\$ -	\$ -	\$ -	\$ 814	\$ 814	N/A
71000 - Current Expense	\$ -	\$ -	\$ -	\$ 18,000	\$ 18,000	N/A
75000 - Travel	\$ -	\$ -	\$ -	\$ -	\$ -	N/A
76000 - Scholarships	\$ -	\$ -	\$ -	\$ -	\$ -	N/A
77000 - Capital Outlay	\$ -	\$ -	\$ -	\$ -	\$ -	N/A
Total Expense	\$ -	\$ -	\$ -	\$ 28,000	\$ 28,000	N/A
One time request			\$ 3,307	\$ -	\$ -	0%
Total Request	\$ -	\$ -	\$ -	\$ 28,000	\$ 28,000	N/A
Carry Forward	\$ -	\$ -	\$ -	\$ -	\$ -	N/A

Notes, including any one-time request(s):

FY18-19 is the first year Alumni Relations applied for SFRC recommendation. Dmt 11/19/2018

STUDENT FEE RECOMMENDATION COMMITTEE FEE REQUEST QUESTIONNAIRE FOR 2019-2020

Department or Program Name: -----Alumni Relations

Name & E-Mail: Nancy Collinwood----- ncollinwood@weber.edu

Phone: 801-626-6885

Location: Lindquist Alumni Center

Return Fee Request (this Questionnaire and the attached Spreadsheet) via email by Wednesday, December 5, 2018, at 4 pm to Jennifer Brustad at jenniferbrustad@weber.edu.

Note: All Student Affairs units must review fee requests with their SAMC representatives prior to submission.

Please respond to all of the following questions in a brief and concise manner (do not exceed 5 pages for questions 1-5).

What is your overall mission?

The mission of the Weber State University Alumni Association (WSUAA) is to champion the university by fostering spirited and lasting ties among alumni and friends. These relationships created, strengthen, and impact the lives of all WSU students. To better understand how these relationships are built among students, we hope to provide an overview of our four pillars of engagement, namely: volunteerism, experiential engagement, philanthropy, and communication. Our goal is to foster this engagement among students long before they become alumni.

2. What do students gain from participating in your program/facility that contributes to the success of a student's educational experience at Weber State?

Through participation in the opportunities Alumni Relations provides, students can forge meaningful connections, apply for scholarships, advance career possibilities through the mentorship program, learn and experience the traditions of WSU, and participate in philanthropic activities. Our programs and services dramatically enrich the college experience for WSU students, specifically through volunteerism, experiential engagement, philanthropy, and communication. All of these contribute to the student's educational experience at WSU.

A student's educational experience is benefitted from receiving opportunities to volunteer. The volunteerism area refers to WSU's Board and Council members, including the Student Alumni Council. WSUAA volunteers contributed 4,011 hours, to WSU programs and community initiatives, including 632 service hours from WSU students serving on the Student Alumni Council.

A student's educational experience is enriched by receiving opportunities to participate in meaningful experiences, especially those at which they can connect with other students and alumni. Alumni Relations creates, co-hosts and facilitates experiences to inspire, engage and support students. In 2017-18, Alumni Relations also hosted, co-hosted or facilitated 120 engagement events, 40 of which the Student Alumni Council either hosted or co-hosted. These events ranged from WSU Fall Fest (ex: "WSU Night at Black Island Farms", at which we had 720 participants), to student philanthropy events. As these aforementioned events, we had 12,753 participants, thousands of whom were students. Alumni Relations creates opportunities for WSU students to meet with alumni and mentors and in 2017-18, we co-hosted and hosted mentorship events at which 92 alumni leadership mentors met with 195 students. Twice a year, we hold a Leadership to Legacy Mentorship event in partnership with Student Affairs. At these events, students have the opportunity to connect with successful alumni and/or WSU community members. Through this program, we've seen internship opportunities and even job opportunities arise for WSU students. For the past two years, we have enjoyed partnering with the Student Involvement and Leadership to bring mentorship opportunities to the Project LEAD student conference. At this event, we engaged alumni to participate in all aspects of the event, including as workshop presenters and mentors to groups of students. Both students and alumni enjoyed participating in the leadership conference, hearing from keynote speakers, and listening to workshop facilitators. We will continue to grow this program as we are able.

The area of experiential engagement also includes a student's direct link to learning and completing the traditions of WSU. Keeping traditions alive is vital to the legacy of all past, current, and future Wildcats! Through WSU Alumni Relations' Traditions Keeper program, 50 great WSU traditions have been identified, and we are encouraging students, faculty, staff, alumni, and friends to participate. By keeping the traditions alive, we ensure the preservation of all that makes Weber State great! We connect students through activities and other special traditions. We will continue to grow this program as we are able.

For students, philanthropic engagement refers to the \$98,994.43 distributed in scholarships during 2018-2019 and includes Cat2Cat- WSU's student philanthropy program. In 2017-18, Cat2Cat raised \$16,670 in donations from 612 donors, which included 600 freshmen, sophomores, juniors, seniors and graduate students, and 12 alumni. To date, 8 Cat2Cat scholarships have been distributed to WSU students. The WSUAA Board of Directors has established an endowment, raised funds through alumni events, (golf tournaments, direct asks, annual scholarship drives, personal contributions of alumni and board members, and other alumni events), which last year awarded more than \$95,576 in scholarships. The Emeriti council also contribute individually to the Emeriti Alumni Student Emergency (EASE) fund, which provides immediate financial assistance to students experiencing unforeseen challenges. Cat2Cat is our newest scholarship, which is funded by students to support other students. Since 2016, over \$17,000 has been raised and eight scholarships have been distributed. All students with a GPA of 2.0 or higher are eligible to apply. A number of WSUAA and Cat2Cat scholarship recipients have sent thank-you letters explaining how they could not have attended or continued their education at Weber State without receiving their scholarship.

Interactive and consistent messaging to students and alumni enriches the educational experience. Alumni Relations' monthly e-Newsletter includes many WSU students and has a distribution of 396,000 (alumni, community members, donors, faculty and staff and students). In combination with the e-Newsletter, social

media messaging and targeted emails, we share great WSU resources and opportunities with students, including WSUAA scholarship information. WSU Alumni Relations is also responsible for collecting updated contact information and data for students after they graduate, and in 2017-2018, we had 16,729 constituent updates.

3. Describe, in general, the evaluation process that your program/facility uses to assess your ability to meet your mission.

The evaluation process for our programs is directly tied to our four areas of student engagement: volunteerism, philanthropy, communications, and experiential engagement. Each program and budget expenditure is overseen by our Board of Directors. The board consists of the Student Alumni president, Young Alumni president, Emeriti president, and board members. Each budget item and the program is evaluated monthly by the Board of Directors' Executive Committee and is presented every other month to the entire Board of Directors. The Board of Directors offers insight into budget line items and the efficiency and effectiveness of the resources spent on each program. The budget is adjusted annually to reflect the changing needs of WSU. Professional staff members in Alumni Relations maintain standards identified in the Alumni Relations Actionable Insights document, which is also assessed quarterly. This is evaluated by the Executive Director of Alumni Relations and Vice President of University Advancement quarterly. We also underwent a division-wide program review in which our programs were evaluated by industry professionals from other schools nationwide.

4. State any increases you received from student fees for 2018-19 (if any), and explain how the increases were/will be used.

Alumni Relations received a "One-Time" allocation of \$3,307 for 2018-19, with no increases or allocations from years prior to 2018-19. The one-time funding allocation was used to purchase Traditions Keeper program marketing materials which will last through 2018-19. These funds were also used to purchase 100 Traditions Keeper Stoles for graduating students completing the Traditions Keeper program. The remainder of the 2018-19 funds will be used to grow WSU's Cat2Cat and Traditions Keeper program through targeted student engagement. The increases for 2019-20 year will be used to further build and support WSU's Cat2Cat program, the WSU Traditions Keeper program and WSU student mentorship program.

5. Describe any increases you are requesting from student fees for 2019-20 and explain your justification for the request. Each requested increase must be listed and described in your narrative (e.g., compensation, new positions, wage increases, travel, new programmatic initiatives, etc.). Any increase described in your narrative must be itemized on your budget spreadsheet (see question 6 below).

Alumni Relations serves both current students and graduates, encouraging and supporting philanthropy, tradition, networking and professional development. To fulfill our mission to the utmost, we respectfully request a student fee allocation of \$28,000. This allocation would help to maintain student programs as well as grow additional programs. WSU prides itself on the holistic experience students have, and student fees would allow for continued robust associations.

WSU Alumni Relations receives state funding only for staff salaries. All other funds come from membership dues and affinity partner relationships (insurance, credit card royalty income). In the past, Alumni Relations has had affinity partnerships that have provided considerable resources for all of these activities. Due to the change in the corporate market of affinity partnerships, this funding has been decreasing dramatically, and we don't see it as a viable option for the future. Our affinity royalty income of \$60,000 has been reduced to \$13,000. This has severely impacted our efforts to support student programs and operate at the current level. If this student fee funding request is approved, it will allow for the continuation of many of our programs and activities that directly impact today and tomorrow's students. If not, the effect will be the reverse, many programs and support for students will be reduced or eliminated. We respectfully request funding for the following student programs:

1. Cat2Cat Student Philanthropy Program - \$3,000

Cat2Cat is WSU's student philanthropy program, supported by WSU Alumni Relations. It is a scholarship funded by students for students and is one for which most WSU students are eligible (2.0 GPA). This program creates the landscape of WSU's future donors by asking students to invest now in a fellow Wildcat, making impact for generations to come. Students have positively responded to this program (new in 2016), and we've received more than \$16,000 in scholarship donations from more than 800 WSU students, faculty, staff, alumni and friends. This program both educates and inspires proud Wildcats, year after year. *Our program needs include:* \$3,000 for marketing, promotional materials, green student philanthropy graduation cords for students who donate.

2. Traditions Keeper Program and Traditions Events - \$4,000

Alumni Relations is directly involved in creating and promoting events that both support and dynamically engage students and leaders, such as the Traditions Keeper program. Traditions Keeper is a program that collected 50 of WSU's traditions into one comprehensive program for students to "complete" and to learn more about WSU history, events, and positive traditions.. Students complete these traditions for incentives, which includes a custom "WSU Traditions Keeper" graduation stole for those who finish all 50 Traditions. The program engages traditional and non-traditional students on campus and at recreational sites in our community, such as Snowbasin, Smith's Ballpark, Lindquist Field, Black Island Farms and Lagoon. These "Traditions" events are designed to support and engage students, alumni, and friends of the university, and to forge and promote connections across the WSU community. *Our program needs include:* \$4,000 for event engagement and promotional materials, program incentives and stoles for engaged students.

3. Student Alumni & Member Engagement - \$4,000

WSU Alumni Relations is directly involved in events that both support and dynamically engage students. The Student Alumni Council and members have attending conferences and training where they were taught about student alumni programming, including student philanthropy. The Council for Advancement and Support of Education - Affiliated Student Advancement Programs is the conference specifically designed for students to learn strategies and best practices from advancement professionals and students nationwide. This conference was key in gaining ideas for the big public launch of the Cat2Cat program. *Our program needs include:* \$4,000 funding for conferences and training, team building, etc.

4. Mentorship Program for WSU Students - \$3,000

Leadership to Legacy is WSU's premiere mentorship program in partnership with WSU Student Affairs. For the past two years, Alumni Relations has partnered with the Student Involvement and Leadership Office in hosting and inviting students and mentors to attend the Project LEAD student conference. In addition to WSU student leaders, all WSU students, alumni, and community ambassadors are invited to participate during these events. WSU Alumni has also been instrumental in securing keynote speakers and workshop facilitators for this great event. This program allows students the opportunity to learn the value of networking with their peers and WSU alumni, and to receive professional advice on how to succeed in their careers. Students enjoy learning from keynote speakers, workshop presenters, etc. during these events and conferences. We have had great success, including job opportunities, internships, and similar positive outcomes for students through this program. Testimonials and survey responses from event attendees have proven this event to be valued by WSU students. *Our program needs include:* \$3,000 for food and registration for students who are not sponsored by their department, food, and registration for mentors, and promotions.

5. Grad Finale for Graduating Students - \$4,000

Grad Finale is an opportunity for WSU students to reflect on the value of their WSU education. During the event, we invite students to express their gratitude for a part of their WSU education to a faculty member, family member, friend, colleague or department in video form, which is shown following graduation ceremonies. Each WSU student is recognized with a gift of a "Weber State University Alumni" license plate frame. This license plate frame is given so our graduates can "Drive with Pride" and demonstrate their affiliation with the university in the community. *Our program needs include:* \$4,000 for ordering 5,000 license plate frames to give to ALL WSU graduates, including those of certificate programs and all graduates of associates, bachelor's and master's degree programs.

6. Student Hourly - \$10,000

WSU Alumni Relations connects with WSU students through email campaigns and online and digital communications. Our goal is to more effectively promote WSU events, activities, programs and initiatives through quality and consistent digital marketing. We also believe in providing student employment opportunities on campus and are in need of an assistant. This opportunity also gives hired students great experience and connections on campus, helping them in their future careers. *Our program needs include:* funding for a student hourly employee of 15-20 hours per week to help with web maintenance, create consistent digital marketing and maintain social media presence.

6. Complete the attached spreadsheet outlining your overall budget and any requested increase. Each requested increase described in your narrative (see question 5 above) should correspond to the line items in the spreadsheet column "19-20 Change."

If you have any questions, please contact Jennifer Brustad at 626-8904, jenniferbrustad@weber.edu; Dave Taylor at 626-6737, dtaylor@weber.edu; Daniel Kilcrease at 626-6008, dkilcrease@weber.edu; or Brett Perozzi at 626-6008, brettperozzi@weber.edu.